

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

Contract / Revision 572214 /		Alt Order # 09780764
Product BALDWIN FOR SENATE		
Contract Dates 10/02/12 - 10/08/12	Estimate #	
Advertiser Baldwin/D/Senate		Original Date / Revision 08/30/12 / 08/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code NW80	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	10/02/12	10/08/12	M-F 530a-6a	530a-6a		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$415.00			
N 2	6	10/02/12	10/08/12	M-F 6a-7a	6a-7a		:30			NM	10	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				10	\$585.00			
N 3	6	10/02/12	10/08/12	M-F 7a-8a	7a-8a		:30			NM	5	\$3,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$635.00			
N 4	6	10/02/12	10/08/12	M-F 8a-9a	8a-9a		:30			NM	5	\$2,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$565.00			
N 5	6	10/02/12	10/08/12	M-F 9a-10a	9a-10a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$335.00			
N 6	6	10/02/12	10/08/12	M-F 4p-430p	4p-430p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$315.00			
N 7	6	10/02/12	10/08/12	M-F 430p-5p	430p-5p		:30			NM	5	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$385.00			
N 8	6	10/07/12	10/07/12	Su 530p-6p News	530-6p		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$435.00			
N 9	6	10/07/12	10/07/12	Su 5p-530 News	5-530p		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$435.00			
N 10	6	10/02/12	10/08/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$500.00			
N 11	6	10/02/12	10/08/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$565.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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572214 /	09780764

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/12 - 10/08/12	BALDWIN FOR SENATE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Baldwin/D/Senate	08/30/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	6	10/02/12	10/08/12	M-F 1035p-1105p	1035p-1105p		:30			NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$435.00			
N 13	6	10/02/12	10/08/12	M-F 10p-1035p	10p-1035p		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$1,200.00			
Totals											62	\$33,470.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	62	\$33,470.00	\$28,449.50
Totals	62	\$33,470.00	\$28,449.50

Signature: _____ Date: _____

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